

**Belvedere:** June 23, 2005

*Jerry Butler*

**TO:** Transportation Authority of Marin Commissioners

**Corte Madera:**

*Melissa Gill*

**RE:** Bicycle Master Plan Update Request for Proposal (RFP)

**Fairfax:**

*Lew Tremaine*

Dear Commissioners:

**Larkspur:**

*Joan Lundstrom*

Marin County and nine of the 11 cities and towns currently have bicycle master plans in place. These plans envision making Marin County a model livable community, with a balance between automobile and safe alternative travel modes, and connecting existing bikeways to provide a continuous link between communities.

**Mill Valley:**

*Dick Swanson*

In November 2004, the Marin Public Works Association (MPWA) representatives agreed to support the use of FY 05/06 Transportation Development Account (TDA) funds to update bicycle master plans to meet Bicycle Transportation Accounting (BTA) requirements for those local agencies that desired it. This is allowed by MTC once every five years. As the congestion management agency for the county, TAM is proposed to be the agency responsible for managing a consultant contract for Bicycle Master Plan Update process.

**Novato:**

*Pat Eklund*

**Ross:**

*Jeanne Barr*

**San Anselmo:**

*Peter Breen*

Through the request for proposal (RFP) process, a consultant will be selected for a three to four year contract to update all local agency plans. The schedule of plan updates will begin with the 2001 Unincorporated Area Bicycle and Pedestrian Master Plan, because of its broad scope. The consultant will update the remaining plans in order of their expiration and insure consistency from plan to plan. Each local agency will provide input into the County process for approval of the County. Following completion of the Unincorporated Plan, local plans will be updated.

**San Rafael:**

*Al Boro*

**Sausalito:**

*Amy Belser*

**Tiburon:**

*Alice Fredericks*

The Marin Public Works Association (MPWA) has reviewed the proposal and their comments have been incorporated. Following TAM Board authorization, the RFP will be distributed and posted on the TAM website. Proposals will be due by July 22<sup>nd</sup> and the final contract award is expected to be September 22, 2005.

**County of Marin:**

*Susan Adams*

*Hal Brown*

*Steve Kinsey*

*Charles McGlashan*

*Cynthia Murray*

### **Recommendation**

Staff recommends that the TAM Board authorize the RFP for distribution.

Respectfully Submitted,

Craig Tackabery  
Executive Director

Attachments: Bicycle Master Plans RFP and Consultant Selection Process

**TRANSPORTATION AUTHORITY OF MARIN**  
**Bicycle Master Plans**  
**Proposal and Consultant Selection Process**

| Task  | Completion Date |
|---|-----------------|
| 1. Request RFP approval from TAM Board, June 23, 2005   | June 16         |
| 2. Develop RFP distribution list and identify panel members for proposal review and consultant interviews | June 23         |
| 3. Distribute the RFP and post on web site  | June 24         |
| 4. Proposals due  | August 12       |
| 5. Convene interview panel to review proposals, conduct interviews and recommend consultant               | August 29       |
| 6. Consultant recommendation finalized  | September 2     |
| 7. Recommend award to TAM Board, September 22, 2005   | September 15    |
| 8. Award contract   | September 23    |

***DRAFT***

Request for Proposal

For

**UPDATE TO BICYCLE MASTER PLANS  
IN MARIN COUNTY**

For the

**TRANSPORTATION AUTHORITY OF MARIN**

c/o Marin County Public Works Department  
Marin County Civic Center  
3501 Civic Center Drive  
San Rafael, CA 94913

Issued June 24, 2005

Responses due:

3:00 p.m., Friday August 12, 2005

# TRANSPORTATION AUTHORITY OF MARIN REQUEST FOR PROPOSALS

## UPDATE TO BICYCLE MASTER PLANS IN MARIN COUNTY

### Introduction

The Transportation Authority of Marin (TAM) requests proposals from planning and engineering teams for the preparation of Bicycle Master Plan updates for the County of Marin and the incorporated cities in Marin. The proposals should be submitted by 3:00 p.m. August 12, 2005. The following request describes the elements that TAM believes should be included in the plans, the process that is to be used, the deliverables that are expected from the contract, and the information that is expected to be included in the proposals.

### Background

Marin County is recognized as one of the most livable communities in the country. One of the aspects that makes a community livable are places where people feel comfortable walking and bicycling, whether they are children or adults. Marin County and nine of the 11 cities and towns currently have bicycle master plans in place which encourage bicycle use.

TAM will take a lead role in this process as contract administrator. Each agency will appoint a project manager to serve as the contact point for plan preparation.

On behalf of the County and other participating jurisdictions, TAM is seeking a consultant for a multi-year contract to update the local agency plans. The schedule of plan updates will begin with the 2001 Marin County Unincorporated Area Bicycle Master Plan, because of its broad outreach. The consultant will recommend a sequence of local Plan updates for participating agencies that will commence once the County Plan update is underway.

Plan update approval includes approval by the local agency, MTC and Caltrans.

Caltrans plan approval dates for the municipalities and Marin County are:

| <u>Entity</u> | <u>Adoption Date</u> |
|---------------|----------------------|
| Marin County  | 2001                 |
| Belvedere     | No Plan              |
| Corte Madera  | 2001                 |
| Fairfax       | tbd                  |
| Larkspur      | 2003                 |
| Mill Valley   | tbd                  |
| Novato        | 1996                 |

|             |         |
|-------------|---------|
| Ross        | No Plan |
| San Anselmo | tbd     |
| San Rafael  | 2002    |
| Sausalito   | 1999    |
| Tiburon     | tbd     |

At this time, Belvedere is not participating in the plan update.

Caltrans approval expires after five consecutive funding cycles. The countywide update effort will be a voluntary opportunity for local agencies to obtain an updated plan in advance of their plans expiration.

The consultant will refine, expand and build upon the current plans, using them to guide the development of new plans where needed. The proposal must demonstrate the consultant team's:

- 1) Administrative capacity to manage public funds and to meet all reporting and audit requirements associated with TAM.
- 2) Experience in developing Bicycle Master Plans, including knowledge of successful programs outside of Marin County that may have features applicable to the County.
- 3) Experience working with public advocacy groups and organizations.
- 4) Engineering expertise and experience in working with Public Works Departments and County/City engineers to develop conceptual recommendations for, and implementation of, bicycle enhancements.
- 5) Ability to produce high quality graphic materials including updated information on the Bicycle Master Plans to agency websites.

## Scope of Service

The following scope of service provides an outline of services that are expected to be offered as part of the development of each plan. The contract period will be multi-year (three to four years).

### Task 1.0 Strategy

The consultant will meet initially with County and City/Town representatives, then with stakeholder groups to determine how the individual plans currently serve the respective areas and to establish the process for their update or, where applicable, the development of a new Plan. Stakeholder groups shall include the local bicycle advocates.

### Task 2.0 Evaluate Existing Bicycle Master Plans

The consultant will evaluate existing Bicycle Master Plans to document current and on-going programs and/or projects. The consultant will also review the accuracy of maps, databases and performance standards, check for bike route continuity between jurisdictions, and make recommendations including route alternation, signage and mapping.

**Deliverable:** Prepare a Technical Report summarizing the appropriateness of the Plans and provide recommendations for changes and/or additions.

### **Task 3.0 Inventory and Mapping of Facilities**

The consultant will undertake an update to the inventory of existing and proposed bikeway facilities within the plan area, as required in the State BTA Guidelines. The update will include a review of adjacent city/town and County plans to insure connectivity and also review of MTC's regional bike plan. The consultant will contact each entity to fill in data gaps and other information on projects that have been recently completed, are under construction, funded and/or proposed for the future. This information will be compiled pursuant to BTA requirements and for ongoing use by local agencies.

Some agencies may desire inclusion of pedestrian facilities, such as those outlined in an agency approved Safe Routes to School program. If desired by the agency, this data shall also be included.

The information shall be provided in a database format agreed upon by the agency that can be easily updated and maintained. For mapping purposes, the same mapping system can be used as was in the original unincorporated Bicycle Master Plan.

**Deliverable:** Updated database files and updated maps for each participating local agency.

### **Task 4.0: Meetings, Workshops, and Presentations**

Public workshops, presentations and meetings are critical in the update process in order to receive input as well as to inform citizens, staff, stakeholders, and other agencies about the Plan update. Individual meetings with the municipalities and the County are expected to be held along with public workshops in different parts of the county. The consultant's proposal should indicate an assumed number of meetings.

**Deliverable:** Documentation of meetings and key findings.

### **Task 5.0: BTA Requirements**

The consultant will contact the County and each community in order to discuss how to meet the intent of the BTA requirements, contained in Streets and Highways Code Section 891.2 of the State BTA Program.

The consultant will assist local agencies with developing the materials and other required input and data such as Plan consistency and past expenditures for additional requirements. Examples would include, but not be limited to, collecting or developing data on existing and potential land use, commuter volumes, trip-end facilities, bikeways and changing facilities. Other examples include bicycle-transit connections, safety and education programs, project priorities and community involvement.

**Deliverable:** Updated BTA database files for each city/town and the County.

### **Task 6.0: Produce Approved Updated Bicycle Master Plan Documents**

The consultant will prepare the final updated Bicycle Master Plan documents both in hard copy and electronic versions. Draft reports will be submitted to the respective city/town and County planning commissions with the environmental document and to the local council or commission(s) for final approval. For budgeting purposes, the consultant should assume

three public meetings for the local Plan approval process. Following local approval, the Plans will be sent to Caltrans and MTC for approval.

**Deliverables:** The final products will include:

1. An Updated Marin County Bicycle Master Plan (unincorporated Area)
2. Updated Bicycle Master Plans for each participating community

## **Task 7.0 Project Management and Oversight**

The selected consultant will be expected to provide appropriate and experienced staff to work with TAM and other agencies in the County in managing this project. The consultant will be familiar with MTC and Caltrans Local Assistance approval processes and CEQA compliance requirements, and provide expertise in appropriate management and accountability for the update projects.

**Deliverable:** On-going and as needed support related to project management, oversight and development.

## **Proposal Requirements**

Please provide one unbound proposal plus five copies to the TAM office no later than 3:00 p.m. on August 12, 2005. The proposal should not exceed 30 written pages (single sided, 8-1/2" X 11" pages and excluding proposal cover, cover letter, table of contents and supplemental information such as firm brochures and resumes). The minimum font size shall be size 10.

Proposals shall be organized in the following format:

1. **Cover Letter:** Identify the prime consultant and describe any subcontract arrangements. Please identify the person who is authorized to negotiate for the team, and indicate that the proposal represents a firm binding offer for 90 days.
2. **Project Understanding and Approach:** Describe your understanding of the need for the updating of the Bicycle Master Plans in Marin County, and describe your approach to meeting the task objectives outlined in this request for proposals.
3. **Study Team:** Describe your team organization, including the qualifications of the prime consultant and any subconsultants included in the team. Please provide evidence of your experience in each of the areas identified in this proposal. Provide references with emphasis on those relating to bicycle education and engineering efforts provided by your firm.
4. **Key Staff:** Identify all key team members, including relevant experience. Include a statement that key team members will not be removed or reassigned without prior approval of TAM.
5. **Work Plan:** Provide a proposed work plan for updating the Marin County Bicycle Master Plans.
6. **Project Schedule:** Please identify major project milestones and key dates in the project schedule.
7. **Project Budget:** Please provide a project budget, showing the budget for each task, as outlined in this RFP. Include level of effort for each staff person and billing rates

for each person. Identify overhead rates and all other applicable charges to program. Fixed costs will be separately identified and tallied.

8. **References:** Provide at least three references each (names and current phone numbers) from recent work (previous three years) similar to the Bicycle Master Plans Update for the Project Manager, Project Engineer, and other key project staff members designated for the project. Include a brief description of the projects associated with the reference, and the role of the respective team member
9. **Professional Services Contract:** Please indicate your willingness to accept the terms and conditions in the Standard Short Form Contract (Attachment 1) or list those to which you take exception, and, as appropriate, provide proposed alternate wording. It is not TAM's intent to make substantial changes to the Standard Short Form Contract.

## Proposal Submittal Procedure

The proposal shall be submitted in accordance with the following requirements:

1. The proposal shall be transmitted with a cover letter as described above.
2. The proposal shall be addressed to:

Transportation Authority of Marin  
Marin County Civic Center  
3501 Civic Center Drive  
San Rafael, CA 94913

Attention: Craig Tackabery

3. The proposal shall be dispatched in order to be received at the above address no later than 3:00 p.m. on Friday, August 12, 2005. Late proposals will not be accepted.
4. TAM will notify proposers of its selection or selection for interview on or after Wednesday, August 19, 2005.
5. Questions pertaining to this RFP, the Scope of Services, or the proposal should be directed to:

Hank Haugse  
Nolte Associates  
(925) 279-4409

## Proposal Evaluation and Award Procedure

An evaluation panel will evaluate all proposals and develop a ranking of the most qualified consultants. The evaluation panel may include representatives from TAM, Marin County and other agencies. Members of the panel will not be revealed prior to the interviews.



The firms/teams may be invited to an interview to be scheduled after August 29, 2005. The Project Manager and key team members should attend the interview.

Once the top firm/team has been determined, staff will start contract negotiations with that firm/team. If contract negotiations are not successful, the remaining firm/teams may be asked to negotiate a contract. The TAM Board is required to approve the negotiated contract, although work may be initiated with a Notice to Proceed (NTP).

### **Solicitation Disclaimer**

TAM reserves the right to reject any and all responses. All responses to this RFP become the property of TAM upon submission. The costs of preparing a proposal and participating in an interview are at the sole expense of the proposer.